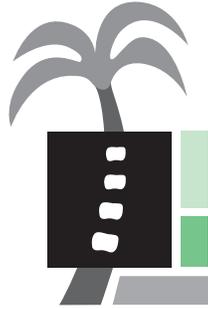


FLORIDA CHIROPRACTOR



Newsletter

Aug., Sept. & Oct. 2004

5621 Central Ave.
St Petersburg
FL 33710
(727) 345-4242

6166 Seminole Blvd.
Seminole
FL 33772
(727) 344-0681

MACHO MAN

In looking over my patient roster I noticed that I was treating more women than men, more than twice as many per day. I tried to figure out why. I asked a couple of my female patients and they said, "You couldn't get my husband to the doctor unless he was dying." That was it - it was the tough guy complex. I guess I could understand that. I didn't like going to the doctor either, but I didn't think I was one of those doctors that we didn't like to see. If anything, I offered the best chance of avoiding that other kind of doctor. I always thought we were all on the same side here, but now I've noticed that I haven't been as convincing to my male patients.

Chiropractic treatment offers immediate relief, but more importantly, it offers generalized health and future well-being. If you want your best chance at avoiding arthritis at an early age, you better see your chiropractor. Women seem to have an inherent understanding that what they do to their body today will affect them years into the future. Men obviously care about their futures. As a group we certainly do our best to eat well, exercise and avoid habits that could cause a health concern down the road. So if chiropractic fits into this scheme, why doesn't this same group of men include chiropractic in their health regimen?

Fortunately some men do have the knowledge of what chiropractic can offer. We've been informed that an occasional check up with the chiropractor can not only prevent flare-ups of neck or back pain, it can also prevent the early onset of arthritis. It can offer energy and vitality. It can help you sleep better. It can help your body fight infections, colds and flues. It can help prevent allergies, headaches and sinus troubles. It can even help to offset some of those bad habits that we haven't quite gotten rid of. Chiropractic allows the whole body to function better and my male patients who aren't too tough to come in for a monthly check-up can attest to that.

With my chiro-classes, brochures, lobby videos and patient interactions my male patients learn all of this about chiropractic and most still choose not to follow up with care. Pain is an interesting motivator for men. They come to the office all the time saying, "Doc, I'll do whatever it takes if you can help with this back pain. I'll pay you whatever you want just to feel better again. Please, can you help me?" I explain their condition, what caused their pain and we start adjusting to help them feel better again. Interactions during this time are interesting too. I explain to them, "Chiropractic is much more effective in preventing these flare-ups then treating them. If you're experiencing severe back pain two or three times per year, an occasional visit when you're still feeling

"Real men may not eat quiche, but they do go to their chiropractor"

good will prevent those bad flare-ups."

"Oh yeah, doc, I understand. I'll do whatever it takes never to have to feel this bad again."

"Chiropractic can also make your whole body function and feel better," I'll say.

"Sign me up, doc. I'll be healthier for the future and I won't have these flare-ups anymore. I'll be here once a month for the rest of my life. You can count on it." For some biological reason, pain doesn't get a permanent imprint in our memories. Oh you can remember that you were in pain, but you can't remember exactly what it felt like. If you could you wouldn't be able to get an appointment with me, my office would be too busy.

After a few more adjustments to these men, the pain is gone and with that lost memory goes all those good intentions.

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Who are the new faces?

Beth Widell started with Florida Chiropractor in March of this year. My wife had worked with her before in the resort industry and just knew that she would make a great receptionist for us. If you have met Beth you know that she adds a dependable smile to our front desk area. I think she adds more positive energy to the whole office. We look forward to keeping her with us for many years.



Beth



Dr. Richie

Dr. Richie Cabigting is our newest intern, recently graduating from my alma mater, Cleveland Chiropractic College in Kansas City, Missouri. My mother works at the college and I've told her to keep her eyes out for the best and brightest who might want to come to Florida. She directed Dr. Richie to our office and he has been a great addition to our team. Dr. Richie is Canadian with Filipino heritage which makes him a great cultural liaison for many of our active and potential patients. Dr. Richie will be studying for his license examination in November so wish him luck.

August is auto accident awareness month

Nothing upsets me more than to find out that one of my patients had been involved in an auto injury and went for treatment with another doctor because they didn't know that our office treats accident patients too! If you have been in an accident the very best treatment for your injuries is with a doctor of chiropractic. We are specifically trained in the treatment of traumatic spinal injuries that usually occur in auto accidents. At Florida Chiropractor we have a complete treatment regimen including massage therapy and rehabilitation that has been clinically shown to offer the best

recovery for auto injuries and protection from future problems. There are some side effects to treatment though. Unlike with pain management drugs that have many detrimental effects, the side effects of chiropractic include increasing your resistance to infections and getting your body feeling better and healthier. So if you or someone you know have been in an auto accident don't hesitate to call your own Florida Chiropractor who has successfully been treating these types of injuries for the past eight years. These injuries require the attention that we can provide you. You don't need pain management. I promise you that the cause of your pain is not due to a lack of pain killers. You need someone trained to find the source of your pain and correct it!

Recent Events @

FLORIDA
CHIROPRACTOR



Our Mother's Day spa day at Thee Hair Gallery was drawn by Lilian Austin. Our Father's Day Home Depot gift certificate was won by James DeGrechie. Look forward to our week of giveaways during Patient Appreciation Week, Sept. 13-18.



Nutrition News

by Dr. Ruth Sandefur, DC, PhD



When I began my practice, 35 years ago, chiropractors were the only healthcare professionals talking about nutrition. Many of my first patients came to me seeking information about vitamins. Some told me stories about results they had obtained using these supplements. Those stories and questions got my attention and soon I was studying the subject of nutritional counseling, eventually receiving a masters degree in the subject. Looking back, I may have learned more from patients and their experiences than any of the other sources.

For example, I can remember the airline pilot about to be grounded for continually being anemic. He gave up on the treatment he was being given that wasn't working and came to see me. He responded almost immediately to a nutritional supplement I gave him. I remember an acquaintance who complained that her daughter's teeth were turning black because of all of the antibiotics she took for continual ear infections. Just a few weeks after starting her on three specialized nutritional products that situation turned completely around. Another woman was being followed for fibrocystic breast disease. She had been informed that her condition was pre-malignant. The score given to her from her past two mammograms was a grade II dysplasia. (At grade III, surgical biopsy is recommended.) We put her on a high quality vitamin E supplement and took her off of all caffeine. When the next follow-up mammogram was taken, she had reverted back to a grade I - a big improvement.

These are just a few examples that come to mind, but I am convinced that nutritional supplementation is a powerful tool for increasing one's health. I have been invited to provide a regular nutritional column in the Florida Chiropractor Newsletter so I've decided to start with something that I think is very important to good health. Everyone should take a high-quality multivitamin on a daily basis. With this in mind, consumers should beware. Supplements that can be purchased over-the-counter from a grocery, drug or wholesale store are of questionable quality. Moreover, those brands are usually the one's that chiropractors often see on a low back x-ray. The undissolved tablets show up in a patient's lower intestine, getting ready to be evacuated. Undissolved vitamins don't help much!

I prefer to tell people to either purchase their

supplements from a health care provider who has access to high quality products - or to consult an independently owned (not a chain-store) health food store and ask the owner to direct them to their best product line. Either of these approaches increases the likelihood of getting good quality supplements.

Even if you believe your diet is excellent, even if you try very hard to purchase fresh foods, eat a lot of unprocessed foods and feel you have a balanced intake, I recommend a multivitamin tablet. It is simply impossible, given the lifestyle we have today, to get all the nutrients that are necessary for good health by diet alone.

For your convenience Florida Chiropractor will be offering a multivitamin that my research has shown to be well absorbed and of the highest quality. This supplement will be available for purchase at our St. Petersburg clinic. I recommend taking two tablets - one in the morning with the morning meal and one in the evening with the evening meal. My patients noted that they had more energy and just felt better in general when they added a multivitamin, on a daily basis, to their intake.

Look forward to my next nutritional column. In the meantime, I'm wishing you excellent health and true happiness,

Dr. Ruth

Dr. Ruth Sandefur has been a chiropractor for 35 years. In addition she received her Bachelor of Arts in Psychology in 1975 from Park College in Missouri, her Bachelor of Arts in Human Nutrition in 1978 from Columbia College in Missouri, her Masters of Science in Nutrition in 1983 from the University of Bridgeport in Connecticut and her PhD in Curriculum and Instruction in 1992 from the University of Missouri at Kansas City. She has been a faculty member of Cleveland Chiropractic College in Kansas City since 1983 and is presently the System Vice President for Academic Services in which she oversees the curriculum for campuses in Kansas City and Los Angeles. Her list of publications, presentations and seminars is three pages long. Oh, and by the way, she's my mother.

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The tough guy persona comes back and there's no need for a chiropractor any more. If you really wanted to avoid the medical doctor - if you really wanted to prove your health and vitality you'd keep in touch with your chiropractor. In 1982 Bruce Fierstine wrote a book called Real Men Don't Eat Quiche which made fun of men and their masculine habits. Maybe I could make the statement "Real men see their chiropractors" part of our future lexicon. I'll work on that. In the meantime let me try a sensible and empathetic approach. I know what motivates men. I am one. We love to tell people about a stock we bought cheap ten years ago that is now through the roof. We love showing off our car that has 200,000 miles on it and still runs like brand new because we cared for it properly.

Don't you see guys? Chiropractic can be just like that! Imagine the feeling of telling your buddy whose complaining about arthritis, "I've been seeing a chiropractor for the last ten years and not only have I been feeling better than ever, I don't have arthritis." That's one-upmanship, and you can still be a tough-guy. Now if I can only get them to read this.

Take Care,

Dr. David A. Sandefur

Calendar of Events

We know that "back pain never takes a holiday" and because of that we are available for your phone calls 7 days a week, 24 hours a day. When the phone isn't answered at the office it is forwarded to one of our doctors who will either answer your call or get back to you as soon as possible. Accidents and injuries don't have schedules so that's why you might find one of us here taking care of a patient on Sunday or late in the evening. We only ask that you reserve those after hours calls for emergencies or injuries*. With that in mind the office will be closed on **Saturday, Sunday and Monday over Labor Day weekend, Sept. 4-6, 2004**. Have a great holiday and we'll be here for your next treatment on **Wednesday, Sept 8**. Don't miss the following week, our **Patient Appreciation Week, Sept. 13-18** where we will be offering free giveaways every day of the week. The office will be OPEN on **Presidents Day** and since Halloween falls on a Sunday this year the mean old boss is asking us to wear our new uniforms to work instead of the pajamas I wore last year (I came as a sleep walker).

I hope all of you are enjoying our **Chiro 101 classes**. We started all 6 sessions again with part 1 on **July 21**. Look for parts 2, 3 & 4 on **Aug. 18, Sept. 15 and Oct. 20** (they are always the 3rd Wednesday of the month at 7 pm in the lobby of the St. Pete Office). This will be your last chance to catch the popular series as we will start a new theme of classes in 2005. For those of you who make it to all 6 sessions you will receive a certificate and be featured in an upcoming newsletter.

*As with any emergency - if you are unable to make prompt contact with our office please feel free to dial 911.

Office Hours:

Monday - Wednesday - Friday 9:00am - 7:00pm.
Closed for lunch from 1pm to 3pm.

Saturday hours are 10:00am - 12:00pm.

Tuesday and Thursday hours are available by appointment. If you or a friend/family member is involved in an accident, call the office @ **345-4242** or **344-0681** for immediate care.



Current resident or -

5621 Central Avenue
St Petersburg, FL 33710

